

*United States Postal Service®*

# INDUSTRYALERT

## **Marketing USPS**

### **Cochrane named Chief Marketing and Sales Officer**

PMG Megan J. Brennan appointed James P. Cochrane chief marketing and sales officer Jan. 6.

Cochrane, who has acted in the position since May, oversees the marketing, development and management of all domestic and international products. He also manages the Pricing, Global Business, Sales and Stamp Services organizations.

"Jim's comprehensive understanding of customer requirements, coupled with his well-rounded business acumen and extensive knowledge of the developing digital world, will allow us to fully leverage our fundamental strengths as we carry out our long-term strategic goals," Brennan said.

Cochrane has served USPS for more than 40 years.

Previous assignments including serving as chief information officer, Product Information vice president and Northern Virginia senior plant manager.

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